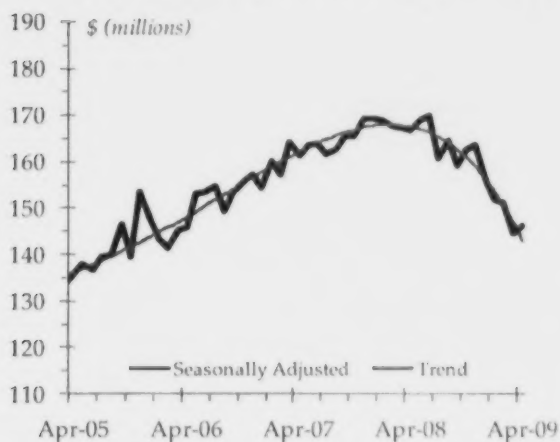


Tourism Sector Monitor ♦ July 2009

Room revenue

Room revenues in BC rose (+1.2%, seasonally adjusted) in April, bouncing back from the downward trend over the last four months. Revenues dropped in North Coast (-4.7%) and Vancouver Island/Coast (-2.1%), while Cariboo (-1.8%) continued to slip for the sixth consecutive month. Mainland/Southwest (+2.1%) showed promise—from increased activity at large hotels within this region—after persistent declines since November. Also, Thompson/Okanagan (+1.1%), Kootenay (+2.7%), Nechako (+3.7%) and Northeast (+8.1%) helped bolster BC's room revenue.

Room revenues on the up in April



Data Source: BC Stats

April showed much improvement over March. Despite a drop in room receipts at large hotels (151-250 rooms; -3.6%), hotels in BC inched up 0.9% with very large (251+ rooms; +3.9%), mid-sized (76-150 rooms; +0.2%) and small (1-75

rooms; +0.5%) hotels all seeing higher revenues. Motel revenues fell (-1.3%) for the fourth month in a row with a particularly weak performance in Vancouver Island/Coast. Vacation rentals (+7.9%) and other accommodations (+1.2%) were both up.

*Table 1: Room revenue
(seasonally adjusted)*

	Apr-09 (\$000)	Mar-09 (\$000)	change %
Accommodation Type			
Total	146,341	144,574	+ 1.2
Hotels	107,184	106,242	+ 0.9
Motels	16,823	17,040	- 1.3
Other Accommodations	22,251	21,298	+ 4.5
Regions (Top 3 performers)			
Northeast	5,587	5,171	+ 8.1
Nechako	875	844	+ 3.7
Kootenay	7,679	7,478	+ 2.7

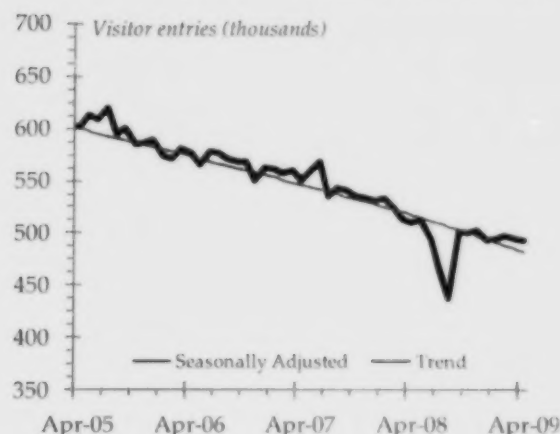
Data Source: BC Stats

Visitor entries

The total number of visitors arriving in Canada via BC slipped (-0.3%) in April as fewer Americans (-0.4%) crossed the border. Same-day trips were down (-3.7%), but the number of overnight visits from the US increased 1.2%.

Overseas entries inched up (+0.1%) in April, largely because European entries rebounded (+5.1%), posting the strongest increase in more than a year. However, entries from Asia (-2.1%) and other regions (-2.9%) were lower. The H1N1 flu concerns began in late April, and while this played a role in the visitor downturn, entries from Mexico to BC had already begun to slump earlier in the year.

Visitor entries fall at the start of the swine flu



Data Source: Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

	Apr-09 (000s)	Mar-09 (000s)	change %
American visitors			
Total	375	376	- 0.4
Same-day	119	124	- 3.7
Overnight	255	252	+ 1.2
Overseas visitors			
Total	118	118	+ 0.1
Europe	41	39	+ 5.1
Germany	7	7	- 1.1
UK	19	17	+14.9
Asia	52	53	- 2.1
Hong Kong	8	8	+ 1.0
Japan	11	12	- 8.4
Taiwan	4	4	- 5.3
Other	24	25	- 2.9

Data Source: BC Stats & Statistics Canada

Other indicators

British Columbia's hotel occupancy rate remained relatively stable (+0.3 percentage points to 58.9%) in April. The average room rate rose (+0.7%), reaching \$131.10.

Air passenger traffic at Vancouver International Airport grew (+1.1%) as the number of domestic (+1.5%) and US (+2.3%) travellers increased. Other international travel, however, slipped

(-1.0%). Passenger volume at Victoria International Airport was also higher (+1.8%).

BC Ferries had a positive month since both vehicle (+2.6%) and passenger (+2.2%) traffic at the terminals were up.

Sales at BC's food services and drinking industry rose 1.9% in April.

Table 3: Other tourism indicators
(seasonally adjusted)

	Apr-09	change from Mar-09
Hotel Industry		
Occupancy Rate (%)	58.9	+0.3 pp
Average Room Charge (\$)	131.10	+ 0.7
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,386	+ 1.1
US (trans-border)	338	+ 2.3
Other International	319	- 1.0
Canada (domestic)	729	+ 1.5
Victoria International Airport		
Total Traffic	127	+ 1.8
Food Services Receipts	(\$ millions)	(%)
All Establishments	639	+ 1.9
Food Service	597	x
Drinking Places	44	x
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	677	+ 2.6
Passenger Volume	1,739	+ 2.2
Exchange Rates	Cdn \$1.00	
US Dollar (\$)	0.817	+0.03
UK Pound (£)	0.555	0.00
Japanese Yen (¥)	80.769	+3.38
Australian Dollar (\$)	1.142	-0.05

Data Source: Statistics Canada (pp = percentage points)

A look ahead—May 2009

Preliminary room receipts for May indicate another poor month (-3.1%) for BC's accommodation industry. The three biggest: Vancouver Island/Coast (-0.5%), Mainland/Southwest (-4.3%) and Thompson/Okanagan (-6.0%) all saw revenues drop. Room revenues in Nechako also fell (-13.9%). Only North Coast (+0.1%), Kootenay (+0.5%) and Northeast (+7.9%) helped offset the provincial decline.

Across the board, accommodation establishments struggled in May. All hotels garnered less revenue (-3.3%) as room receipts at very large hotels (251+ rooms; -7.2%) fell sharply. Large (151-250 rooms; -1.1%), mid-sized (76-150 rooms; -0.1%) and small (1-75 rooms; -3.5%) hotels followed suit. Motel revenues slipped (-0.9%) for the fifth consecutive month. Accommodation sales at vacation rentals (-3.2%) and other accommodations (-2.7%) also fell.

The regional hotel occupancy rate dropped (1.7 percentage points) in May to 57.2%. The average room rate also fell (-1.1%) to \$129.70.

Ports of entry used by travellers to/from BC suffered as flu-restrictions diverted or, in some cases, prohibited voyages¹. Passenger volumes at Vancouver International Airport dropped (-5.0%) in May as domestic (-1.7%), US (-6.4%) and other international (-10.9%) traffic slumped. Similarly, Victoria International Airport had lower (-2.2%) passenger volumes. The number of vehicles (-0.4%) and passengers (-1.0%) at BC Ferries were also down in May.

Sales at BC's food services and drinking industry earned lower (-0.2%) revenues in May.

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 24 reports in 2006–2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

¹ See the April 2009 release of *Tourism Sector Monitor*:
<http://www.bcstats.gov.bc.ca/pubs/tour/tsm0904.pdf>

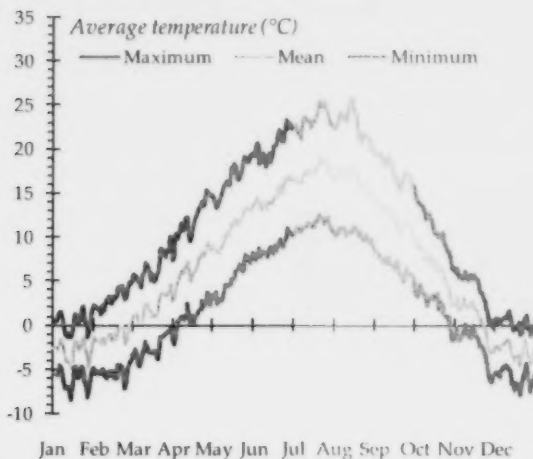
Special Focus: What does summer bring to BC?

This article highlights some of the available ventures, possibilities and trends that mark the warm season of summer in British Columbia.

Climate

Temperature in BC along the coast is mild. The mean summer temperature is around 15.5°C, with maxima that could be as high as 35°C in some places—almost high enough to cook an egg on the sidewalk².

BC has a mild 15.5°C average temperature over the summer



Data Source: Environment Canada

Typically, coastal weather patterns are more temperate and show less fluctuation, while the Interior experiences greater temperature extremes.

This warm climate brings with it many changes to BC's tourist-related activities as they un-

dergo a transformation from what usually goes on during the winter and spring season.

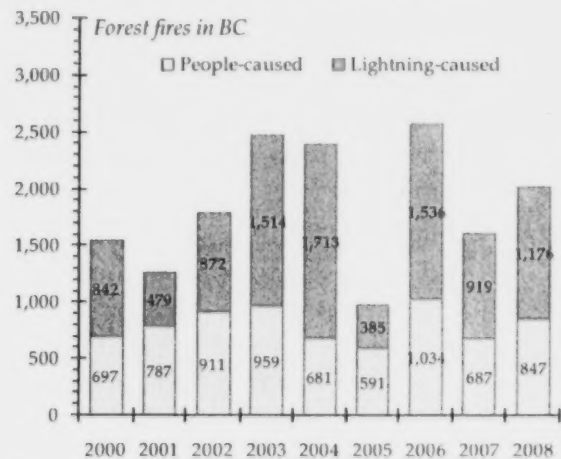
Forest fires

On the negative side, warmer weather is associated with a higher risk of forest fires. Campfire bans are typically in effect when the environment is dry. However, fires still happen, with the main causes being people and lightning.

BC is divided into six *fire centres*, with the most active (in terms of total hectares burned by 5+ hectare fires) being Prince George (35%), followed by Kamloops (20%), Cariboo (16%), Southeast (15%), Northwest (13%) and Coastal (1%).

With the current warm and dry conditions, BC has seen almost 1,500 fires that have burned a total of over 45,000 hectares so far this year.

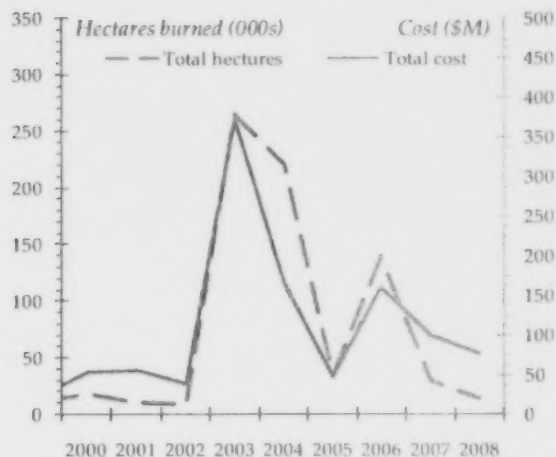
BC has about 2,000 fires per year...



Data Source: BC Forest Service

² Ways to escape the heat and smog, Times Colonist, Available online from: <http://www.timescolonist.com/health/Ways+escape+heat+smog/1843943/story.html>

...that take a lot of resources to fight



Data Source: BC Forest Service

One upside to these fires is found, peculiarly enough, in a tourism-related business. Even though fires close to urban areas are disruptive, the effect on the accommodation industry is sometimes paradoxical³. During times of fire, hoteliers typically help out, providing lodging for displaced residents and fire fighters.

Ski resorts attract golfers, hikers & bikers

While many people think ski resorts only operate during the cold and snowy winter months, some open up to a range of warm-weather activities. In addition to their regular maintenance and "summer grooming" programs (to allow for better winter snow retention), other activities include mountain biking and hiking trails.

Did you know?...

- Whistler has the most visited bike park⁴ in North America with approximately 75% of BC's bike park visits;

- Fernie forms part of the "Top 10 Scenic Drives in the Northern Rockies"⁵, as well as the "Hot Springs Circle Tour";
- Vancouver's Grouse Mountain ski resort opens their *Grouse Grind*TM—commonly known to locals as "Mother Nature's Stairmaster"—to over 110,000 hikers every year. Alternatively, the *Skyride* has North America's largest aerial tramway; and
- Many other ski resorts include scenic summer-lift rides for mountainous views, as well as golf getaways in their summer activities.

Farms offer fresh fruits & vegetables and tours to visitors

Dry, almost desert-like, conditions exist around Osoyoos (an extension from Mojave and Sonora deserts south of the border), and further north into the BC interior. This part of BC (sometimes referred to as the "interior plains") is different from the coastal waterways and Rocky Mountains on the BC-Alberta border, and provides vast areas for agriculture to flourish.

The Okanagan Valley produces a variety of wines—around 95% of the province's wine production, to be specific⁶. The remainder is produced in the lower Mainland and on Vancouver Island. Many of the more than 120 wineries offer wine tours and tastings during their summer harvesting months. This gives connoisseurs the opportunity to experience part of the wine-making process, and possibly enjoy a cheaper fee for an on-site purchase. Wine sales from 100% BC-grown grape wines total more than \$155 million annually.

³ See a special focus report on the fires in BC during 2003 in the November 2003 issue of the *Tourism Sector Monitor*. Available online from:

<http://www.bcstats.gov.bc.ca/pubs/tour/tsm0311.pdf>

⁴ Whistler Mountain Bike Park, available online from: <http://www.whistlerbike.com/>

⁵ Rocky Mountain Vacations, available online from: <http://www.drivethetop10.com/>

⁶ See a special focus report on the wine country of Okanagan-Similkameen in the February 2009 issue of the *Tourism Sector Monitor*. Available online from: <http://www.bcstats.gov.bc.ca/pubs/tour/tsm0902.pdf>

Other farming communities have also started tapping into the eco-tourism resources. Known informally as *U-Pick Farms*, they allow visitors to pick-and-pay at their discretion—anything from vegetables (including tomatoes and peppers) to fruits (mainly berries), organic or not.

Hay-bale and corn mazes form part of the production activities of many vegetable-growing farms. BC has some of the largest corn mazes in the Pacific Northwest. Some use GPS to aid in mapping, and showcase a variety of extraordinarily a-maze-ing exhibits.

Wildlife

For those eager to find their “sea legs,” many companies all around Vancouver Island offer whale watching tours just off BC’s coast. *Orcas* (more commonly known as Killer whales), Gray and Humpback whales travel along the coast between Victoria/Vancouver and as far north as Port Hardy and even the Queen Charlotte Islands.

Spirit bears (also known as the Kermode bear), added to BC’s list of official symbols in April 2006, are not seen very often. However, this kind of black bear with its contrastingly white fur may be viewed as part of several bear watching tours.

Summer grizzly bear viewing is possible from land and sea as the bears migrate up rivers in anticipation of fall salmon runs. Depending on the location, some accommodation establishments offer remote, fly-in wildlife viewing.

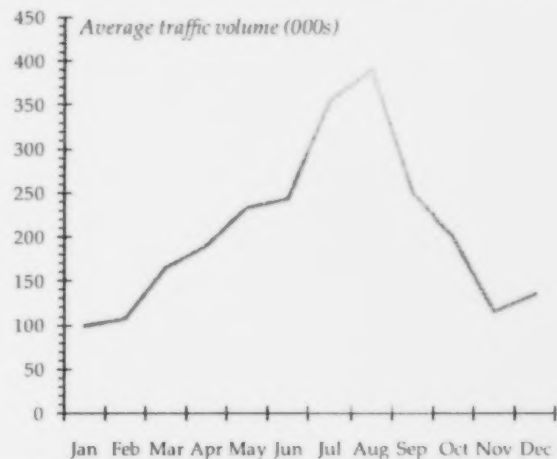
Visitors and travelling

Everybody wants to travel to a sunny holiday destination. Why else would travel agents promote their so-called “sun destination” holidays? This is particularly true in BC, as more people take to the roads.

The Coquihalla Highway—which passes through some of the most beautiful landscapes

in the province—links coastal Vancouver to the Thompson/Okanagan region. Summer travel on this highway averages more than 350,000 vehicles in both July and August every year.

The Coquihalla Highway asphalt is tested most during July & August every year



Data Source: Ministry of Transportation

Gasoline prices also follow a somewhat seasonal pattern within BC. Over the last 10 years, the regional average retail price of gasoline has typically peaked in the third quarter. Relatively speaking, if the price at the pump reads 100.0¢/ℓ in July, it will probably stay the same (or increase slightly) through to September (when it is expected to reach 101.7¢/ℓ). After the summer, it usually starts to tick down (reaching an average of 84.8¢/ℓ in January) before climbing again towards the start of summer. The biggest jump happens from February to March each year, with an average 5.3¢/ℓ increase.

*Average price of gasoline in BC is highest
from June to September*

	Estimated price of gasoline [c/l]	Month-over-month growth rate
Jan	84.8	2.04
Feb	86.6	2.17
Mar	91.9	6.09
Apr	96.0	4.47
May	99.2	3.31
Jun	100.3	1.09
Jul	100.0	-0.26
Aug	100.8	0.78
Sep	101.7	0.96
Oct	97.1	-4.57
Nov	92.3	-4.96
Dec	88.7	-3.86

Month-over-month growth rates obtained as an average over 2000-2009.

Estimated price of gasoline obtained based on 100¢/l in July.

Data Source: Statistics Canada, Gasbuddy.com

A recent poll⁷ suggests that almost one quarter of Canadians are likely to cancel summer road trips if gas prices increase by too much. However, despite the pump prices possibly pinching plans, many still enjoy the idea of putting pedal to the metal on BC's highways.

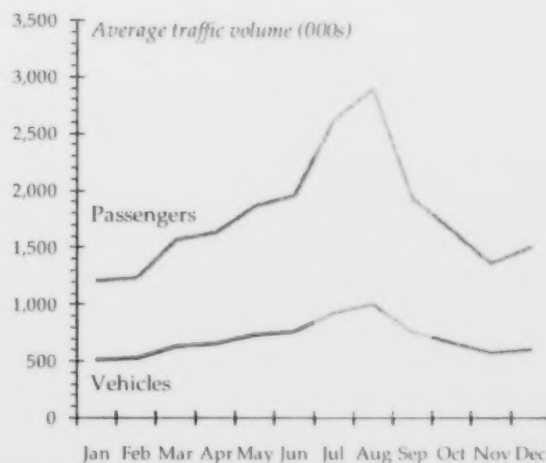
On the wet westerly waterways...

The mobility of cruise ships allows them to experience a warm climate 365 days of the year. So, during BC's cruise season (April through September), many cruise lines make their way back and forth along the coastal inside passage en route to Alaska, including return trips down south to the port cities of Los Angeles and San Francisco. The most active of the five west coast ports (actually, nationwide) is undoubtedly Vancouver, with more than 50% of the cruise passenger traffic serving the Alaska market.

During the 2008 cruise season, average passenger spending was more than triple that of crew members (\$174.42 compared to \$56.04). An average in excess of 500 ships dock in BC every year (549 in 2008 alone) bringing an estimated 1.3 million passengers to BC's coastal picturesque beauty. Additionally, travellers have the option of choosing between at least 13 different cruise lines and a variety of trip lengths.

Sticking with the coastal scene, BC Ferries also experiences noticeable peaks during the summer months, when passenger traffic almost triples in volume compared to winter.

*The summer spike for BC Ferries indicates
extensive travel between the Mainland and
neighbouring islands*



Data Source: BC Ferries

International ferry travel on the Washington State Ferries shows similar summer extremes. Almost two-thirds (64%) of this international ferry traffic occurs during the third quarter (July to September) every year.

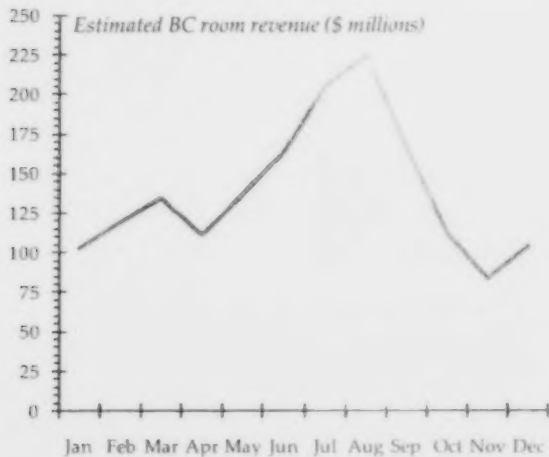
Summer accommodations

The accommodation industry in BC is in place to support the weary heads of travellers, both local and visitors from afar.

⁷ Rising Gas Prices May Keep Summer Road-Trippers Home: Goodyear Poll, available online from: <http://www.newswire.ca/en/releases/archive/june2009/30/c2978.html>

During the three months from July to September, hoteliers collect more than a third (36%) of annual provincial room revenue.

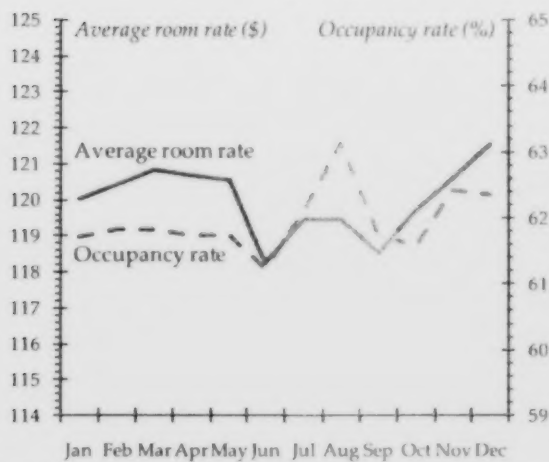
Travellers make use of accommodation purchases during the summer



Data Source: BC Stats

Even though occupancy rates spike over the summer (at 63.1% on average since 2000, for the entire province), average room rates are actually lower over the same period, compared to other months of the year.

Occupancy and room rates do not fluctuate much during the year



Data Source: PKF

Conclusion

Enjoy the summer, and take in what beautiful British Columbia has to offer!

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,164	236,479	81,467	49,272	22,070	9,579	63,400	1,681,564
2006	323,895	973,973	259,128	88,989	54,701	23,127	9,697	74,099	1,807,609
2007	351,617	1,044,853	293,097	105,026	61,876	27,682	11,159	68,633	1,963,944
2008	340,332	1,056,792	298,525	104,155	62,017	27,376	10,805	77,237	1,977,239
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	15.7	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.2	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	15.1	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.2	- 1.1	- 3.2	12.5	0.7
Monthly data									
Apr-08	28,538	89,428	24,973	7,777	5,379	2,408	1,084	7,147	166,733
May-08	28,814	91,019	25,468	8,957	5,242	2,297	886	6,441	169,124
Jun-08	29,111	89,946	26,199	9,055	5,540	2,157	903	7,020	169,932
Jul-08	27,769	86,238	24,009	8,159	5,081	2,246	896	6,313	160,711
Aug-08	28,735	86,953	25,741	8,608	5,101	2,084	867	6,543	164,633
Sep-08	27,371	84,828	24,013	8,244	4,975	2,049	933	6,757	159,171
Oct-08	27,957	86,492	24,766	8,273	4,993	2,219	907	7,111	162,717
Nov-08	28,174	84,043	24,943	11,686	4,803	2,274	870	6,945	163,739
Dec-08	27,219	82,921	23,330	8,033	4,779	2,673	861	6,516	156,333
Jan-09	26,192	80,476	23,385	7,537	4,734	2,612	704	6,380	152,019
Feb-09	27,701	79,938	23,377	7,370	4,581	2,215	801	5,390	151,373
Mar-09	26,094	76,351	22,168	7,478	4,404	2,065	844	5,171	144,574
Apr-09	25,545	77,948	22,412	7,679	4,325	1,969	875	5,587	146,341
Month-over-month growth rates									
Apr-08	- 0.8	- 1.8	- 1.1	- 1.1	- 0.4	3.9	23.0	19.5	- 0.4
May-08	1.0	1.8	2.0	15.2	- 2.5	- 4.6	-18.2	- 9.9	1.4
Jun-08	1.0	- 1.2	2.9	1.1	5.7	- 6.1	1.9	9.0	0.5
Jul-08	- 4.6	- 4.1	- 8.4	- 9.9	- 8.3	4.1	- 0.8	-10.1	- 5.4
Aug-08	3.5	0.8	7.2	5.5	0.4	- 7.2	- 3.2	3.6	2.4
Sep-08	- 4.7	- 2.4	6.7	- 4.2	- 2.5	- 1.7	7.6	3.3	- 3.3
Oct-08	2.1	2.0	3.1	0.4	0.3	8.3	- 2.8	5.2	2.2
Nov-08	0.8	- 2.8	0.7	41.3	- 3.8	2.5	- 4.1	- 2.3	0.6
Dec-08	- 3.4	- 1.3	- 6.5	-31.3	- 0.5	17.5	- 1.1	- 6.2	- 4.5
Jan-09	- 3.8	- 2.9	0.2	- 6.2	- 0.9	- 2.3	-18.1	- 2.1	- 2.8
Feb-09	5.8	- 0.7	0.0	- 2.2	- 3.2	-15.2	13.8	-15.5	- 0.4
Mar-09	- 5.8	- 4.5	- 5.2	1.5	- 3.9	- 6.8	5.3	- 4.1	- 4.5
Apr-09	- 2.1	2.1	1.1	2.7	- 1.8	- 4.7	3.7	8.1	1.2

April month-over-month growth rates

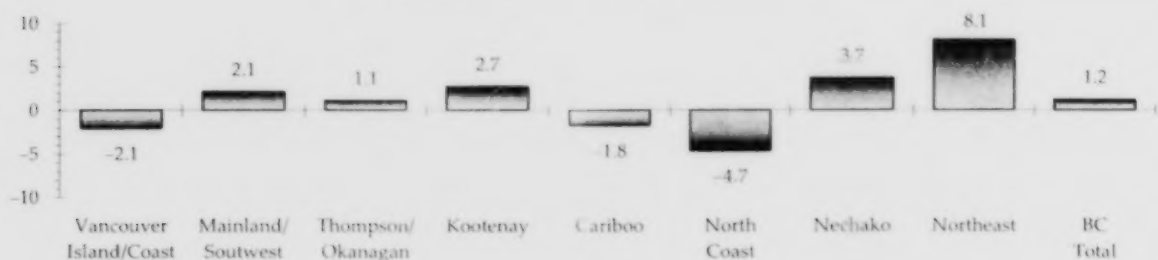


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,104	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,855	159,445	145,851
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	0.2	- 2.5	- 1.3	4.2
Monthly data							
Apr-08	44,150	22,455	39,104	16,601	20,119	12,501	11,814
May-08	44,295	22,518	39,007	16,819	20,380	13,526	12,558
Jun-08	43,917	22,508	39,775	17,059	20,909	13,356	12,397
Jul-08	41,513	21,478	36,816	16,442	19,561	12,963	11,949
Aug-08	41,950	21,615	38,179	17,454	19,882	13,346	12,204
Sep-08	41,164	20,946	37,123	15,963	19,409	12,366	12,199
Oct-08	42,253	21,260	38,025	16,688	19,645	12,736	12,143
Nov-08	41,087	20,907	37,793	16,353	19,286	15,777	12,567
Dec-08	40,126	20,312	36,771	16,378	19,301	11,437	12,033
Jan-09	38,967	19,699	36,515	15,455	18,464	11,185	11,347
Feb-09	40,240	19,733	36,112	15,772	18,058	10,538	10,914
Mar-09	37,053	19,048	34,861	15,280	17,040	10,406	10,892
Apr-09	38,514	18,363	34,948	15,359	16,823	11,232	11,019
Month-over-month growth rates							
Apr-08	- 0.8	2.1	3.2	- 1.9	- 2.9	- 6.2	- 2.3
May-08	0.3	0.3	- 0.2	1.3	1.3	8.2	6.3
Jun-08	- 0.9	0.0	2.0	1.4	2.6	- 1.3	- 1.3
Jul-08	- 5.5	- 4.6	- 7.4	3.6	- 6.4	- 2.9	- 3.6
Aug-08	1.1	0.6	3.7	6.2	1.6	3.0	2.1
Sep-08	- 1.9	- 3.1	- 2.8	8.5	- 2.4	- 7.3	0.0
Oct-08	2.6	1.5	2.4	4.5	1.2	3.0	- 0.5
Nov-08	- 2.8	- 1.7	- 0.6	2.0	- 1.8	23.9	3.5
Dec-08	- 2.3	- 2.8	- 2.7	0.2	0.1	-27.5	- 4.2
Jan-09	- 2.9	- 3.0	- 0.7	5.6	- 4.3	- 2.2	- 5.7
Feb-09	3.3	0.2	- 1.1	2.0	- 2.2	- 5.8	- 3.8
Mar-09	- 7.9	- 3.5	- 3.5	3.1	- 5.6	- 1.3	- 0.2
Apr-09	3.9	- 3.6	0.2	0.5	- 1.3	7.9	1.2

April month-over-month growth rates

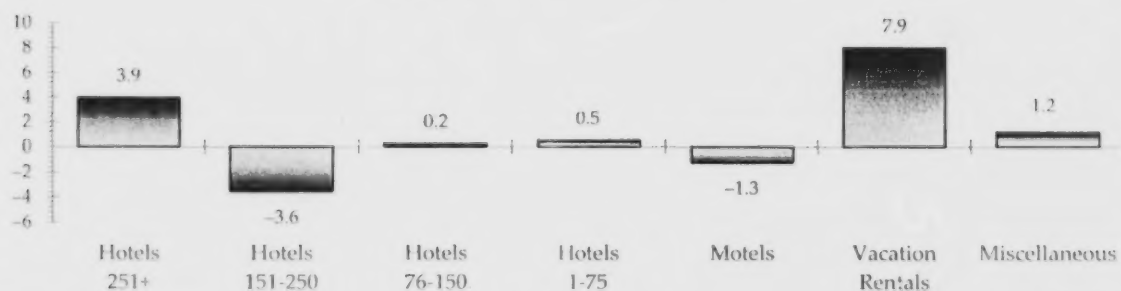


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Apr-09	YTD 09	Apr-08	YTD 08	Apr-09	Apr-08	Apr-09	Apr-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	12,003	38,568	- 11.7	- 6.3	160	- 6	8,233	-208
Hotels	10,420	33,551	11.4	- 5.8	64	- 5	5,696	-253
76-150 Rooms	2,398	7,846	7.8	- 5.3	20	0	1,951	0
1-75 Rooms	2,180	6,652	10.0	- 12.0	33	- 5	1,258	-253
Motels	584	2,079	24.2	- 18.0	19	- 2	820	- 72
Miscellaneous	717	2,101	2.4	5.4	38	1	1,305	117
19 Cowichan Valley								
All accommodation types	732	2,377	- 15.3	- 20.3	31	- 2	686	2
Motels	104	390	28.7	- 23.4	12	- 1	237	- 12
21 Nanaimo								
All accommodation types	2,648	8,792	- 1.6	- 7.4	63	- 2	2,464	27
Hotels	1,190	4,230	3.2	- 3.2	14	0	962	0
Motels	540	1,992	20.8	- 20.4	22	- 2	687	- 31
23 Alberni-Clayoquot								
All accommodation types	2,664	8,287	5.5	- 7.3	64	1	1,653	105
Hotels	737	2,330	0.1	- 5.9	11	2	566	173
Motels	213	683	11.4	- 20.4	21	0	395	- 2
Vacation Rentals	982	3,091	22.6	0.3	18	1	325	10
25 Comox Valley +								
26 Strathcona								
All accommodation types	1,764	7,082	- 20.4	- 21.2	62	- 6	1,941	-115
Hotels	825	3,380	5.6	- 8.6	10	- 1	638	77
Motels	397	1,590	35.5	- 32.8	22	- 1	656	6
Vacation Rentals	121	695	28.3	- 31.8	20	- 2	247	- 65
27 Powell River								
All accommodation types	259	1,103	- 24.4	- 2.0	20	0	387	0
Hotels	204	825	12.9	6.8	10	0	273	0
1-75 Rooms	204	825	12.9	6.8	10	0	273	0
43 Mount Waddington								
All accommodation types	247	1,001	- 23.0	- 26.9	14	- 2	461	-135

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Apr-09	YTD 09	Apr-08	YTD 08				
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	3,059	11,703	- 1.3	- 9.4	64	- 3	2,262	-160
Hotels	2,338	9,086	1.2	- 7.9	16	0	1,243	- 89
Motels	582	1,997	9.9	- 18.0	33	- 2	899	- 68
15 Greater Vancouver								
All accommodation types	49,513	186,705	- 15.5	- 11.3	225	9	27,874	688
Hotels	46,678	174,432	15.9	- 11.4	160	9	23,450	709
251+ Rooms	23,747	86,589	17.2	- 12.8	22	0	8,953	0
151-250 Rooms	8,847	34,937	20.8	- 14.7	28	1	5,485	200
76-150 Rooms	11,412	43,643	12.3	- 7.7	64	4	6,810	408
1-75 Rooms	2,672	9,263	2.3	0.1	46	4	2,202	101
Motels	1,840	7,005	16.8	- 13.8	36	0	1,876	- 53
Vacation Rentals	607	3,857	18.4	- 6.4	13	- 2	674	3
Miscellaneous	388	1,412	5.4	2.4	16	2	2,074	29
29 Sunshine Coast								
All accommodation types	433	1,321	26.6	4.4	24	4	427	68
31 Squamish-Lillooet								
All accommodation types	13,240	87,756	4.2	- 20.7	92	4	5,429	166
Hotels	10,331	64,787	5.6	- 16.7	35	3	3,781	209
76-150 Rooms	2,990	19,575	5.9	- 6.7	14	1	1,316	111
Vacation Rentals	2,113	18,067	5.9	- 30.8	32	2	1,146	12
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	2,235	7,336	- 4.9	- 9.0	98	1	3,205	3
Hotels	1,102	3,425	7.4	- 7.3	11	0	986	0
Motels	715	1,936	9.0	- 14.1	62	- 3	1,575	- 67
33 Thompson-Nicola								
All accommodation types	4,091	17,886	- 8.2	- 12.9	117	- 9	4,959	-222
Hotels	2,193	8,435	12.5	- 15.3	30	- 1	1,981	- 52
1-75 Rooms	298	1,216	13.4	- 14.5	19	- 1	663	- 52
Motels	1,488	4,572	7.5	- 10.0	64	- 6	2,022	-123
Miscellaneous	256	1,353	48.4	128.0	13	2	694	142
35 Central Okanagan								
All accommodation types	4,873	14,697	- 9.0	- 9.5	51	6	3,335	85
Hotels	3,386	10,431	8.9	- 4.9	15	2	1,730	103
Motels	970	2,930	8.5	- 10.2	20	0	1,071	- 1
37 North Okanagan								
All accommodation types	1,342	7,928	7.8	- 12.6	38	- 3	1,682	109
Hotels	874	3,886	2.8	- 18.3	14	- 1	973	81
Motels	297	882	8.2	- 7.2	14	- 2	463	- 56
39 Columbia-Shuswap								
All accommodation types	2,421	15,362	- 11.4	- 2.8	84	- 5	3,176	-159
Hotels	1,190	7,057	8.1	5.9	21	- 2	1,368	- 70
Motels	735	3,627	12.9	- 8.1	35	- 2	1,287	- 22

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Apr-09	YTD 09	Apr-08	YTD 08	Apr-09	Apr-08	Apr-09	Apr-08
Kootenay								
01 East Kootenay								
All accommodation types	3,122	18,847	14.4	- 11.9	119	- 4	4,579	- 61
Hotels	1,241	5,883	0.0	- 8.1	27	- 2	1,668	- 45
76-150 Rooms	776	3,765	7.6	- 7.1	11	0	1,028	0
1-75 Rooms	465	2,118	16.0	- 9.8	16	- 2	640	- 45
Motels	538	1,716	8.3	- 14.3	38	- 1	876	- 8
Vacation Rentals	651	7,450	63.6	- 12.3	33	- 1	1,172	-100
Miscellaneous	692	3,797	16.4	- 15.6	21	0	863	92
03 Central Kootenay								
All accommodation types	1,300	5,065	- 23.6	- 12.1	61	- 7	1,489	- 83
Hotels	535	2,094	28.1	- 14.3	13	- 3	592	- 65
Motels	333	1,247	30.5	- 9.8	27	- 1	607	30
05 Kootenay Boundary								
All accommodation types	748	8,625	2.7	- 18.7	36	0	1,638	26
Motels	151	696	38.5	- 22.0	18	- 1	366	- 30
Cariboo								
41 Cariboo								
All accommodation types	1,085	3,958	- 8.8	- 12.1	55	- 7	1,605	-114
Hotels	533	1,931	2.6	- 3.0	11	0	670	0
Motels	446	1,521	16.6	- 21.6	28	- 4	802	- 93
53 Fraser-Fort George								
All accommodation types	2,606	9,851	- 25.0	- 17.4	53	0	2,678	- 10
Motels	879	3,051	25.0	- 22.0	30	- 1	1,205	- 19
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	537	2,279	- 8.9	- 3.1	32	1	1,018	19
Hotels	365	1,494	2.7	- 2.8	12	1	570	- 1
49 Kitimat-Stikine								
All accommodation types	629	2,644	- 17.5	- 10.9	33	0	887	33
Motels	307	1,133	17.6	- 15.7	20	0	482	- 1
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	624	2,191	- 15.0	- 14.0	37	- 5	1,002	- 20
Motels	264	1,011	0.3	- 11.5	18	0	523	- 9
Northeast								
55 Peace River +								
59 Northern Rockies†								
All accommodation types	4,215	23,621	- 27.7	- 5.1	78	3	4,736	343
Hotels	3,015	17,377	22.4	6.9	34	4	2,583	320
76-150 Rooms	2,489	14,060	16.2	16.6	18	3	1,901	315
1-75 Rooms	526	3,317	42.5	- 21.1	16	1	682	5
Motels	740	3,898	17.6	- 13.0	29	- 2	942	- 34

Note: †Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	Apr-09	YTD 09	Apr-08	YTD 08				
Vancouver Island/Coast	20,388	67,497	- 9.9	- 9.3	421	-18	15,931	-349
Victoria (C)	9,406	30,329	11.7	- 5.2	73	- 3	5,440	-155
Saanich Peninsula	860	2,695	7.4	-10.7	14	- 2	530	- 96
Other CRD	1,736	5,544	13.7	- 9.6	73	- 1	2,263	43
Nanaimo (C)	1,301	4,984	-16.3	-14.2	22	1	1,240	180
Port Alberni (C)	320	1,139	10.5	2.5	12	0	364	-
Comox Valley	1,007	3,858	- 5.0	-14.4	14	- 1	717	56
Campbell River	537	2,051	35.6	-25.2	20	- 1	752	- 94
Tofino (DM)	2,007	6,108	4.8	- 8.9	27	1	773	38
Ucluelet (DM)	299	912	8.5	- 5.4	19	1	457	71
Rest of Development Region	2,915	9,875	-52.5	-54.8	147	-13	3,395	-392
Mainland/Southwest	66,245	287,485	-11.3	-14.3	405	14	35,992	762
Downtown Vancouver (C)	29,952	106,729	16.1	-12.7	83	2	12,902	307
Other Vancouver (C)	4,172	18,484	12.0	-11.4	35	1	3,376	- 18
Richmond (C)	7,053	30,189	16.4	- 7.5	24	1	4,020	130
Burnaby (C)	2,141	7,929	-	-	11	3	2,088	240
Other GVRD	6,196	23,374	14.5	-10.2	72	2	5,488	29
Whistler (RM)	12,329	83,348	3.0	-21.8	60	1	4,568	69
Abbotsford/Mission	1,016	4,020	13.1	-11.7	12	- 2	724	- 50
Hope (DM)	246	714	12.2	- 8.6	19	1	430	21
Rest of Development Region	3,140	12,698	-	-	89	5	2,396	34
Thompson/Okanagan	14,962	63,208	- 7.3	- 9.3	389	- 9	16,367	-174
Penticton (C)	1,308	4,007	12.9	-11.2	35	0	1,588	-
Kamloops (C)	2,861	8,474	10.0	-11.3	46	- 2	2,881	-112
Kelowna (C)	4,270	13,053	9.8	- 9.6	39	3	2,641	- 16
Vernon (C)	1,106	3,746	0.7	- 3.4	25	0	1,284	91
Revelstoke (C)	929	6,466	18.3	5.4	24	0	995	2
Golden (T)	570	3,764	- 4.7	-23.3	28	- 2	1,112	- 76
Osoyoos (T)	483	1,164	17.7	- 5.5	25	2	834	54
Oliver/Okanagan Falls	110	247	- 0.0	-19.3	15	1	235	6
Cache Creek (V)	-	-	-	-	9	- 2	220	- 30
Rest of Development Region	-	-	-	-	192	- 8	5,866	5,866
Kootenay	5,170	32,538	0.2	-13.9	216	-11	7,706	-118
Cranbrook (C)	676	2,489	14.0	- 7.6	19	0	917	-
Fernie (C)	709	6,386	35.9	-17.6	24	- 1	923	- 22
Nelson (C)	426	1,775	33.1	-16.4	11	- 2	450	- 12
Kimberley	133	2,040	-28.5	- 8.2	18	- 2	490	-121
Columbia Valley	1,249	6,175	27.3	-12.4	45	- 2	1,845	62
Rest of Development Region	3,360	21,887	4.4	-13.2	162	- 8	5,416	- 84
Cariboo	3,691	13,809	-20.8	-15.9	108	- 7	4,283	-124
Quesnel (C)	211	807	21.4	-22.4	15	0	470	-
Williams Lake (C)	443	1,572	0.3	- 2.5	10	- 1	522	- 56
Prince George (C)	2,083	7,688	30.3	-18.4	27	0	1,859	-
Valemount/Robson Valley	372	1,487	24.7	-10.8	16	1	471	9
Rest of Development Region	955	3,742	0.9	-14.0	56	- 6	1,432	- 68

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Apr-09	YTD 09	Apr-08	YTD 08	Apr-09	Apr-08	Apr-09	Apr-08
North Coast	1,166	4,923	-13.7	- 7.4	65	1	1,905	52
Prince Rupert (C)	467	1,952	1.1	- 2.9	17	0	784	-
Terrace (C)	-	-	-	-	9	0	319	- 11
Rest of Development Region	-	-	-	-	39	1	802	63
Nechako	624	2,191	-15.0	-14.0	37	- 5	1,002	- 20
Smithers (T)	378	1,194	21.8	-18.9	15	1	458	25
Rest of Development Region	246	997	- 1.9	- 7.3	22	- 6	544	- 45
Northeast	4,215	23,621	-27.7	- 5.1	78	3	4,736	343
Dawson Creek (C)	707	4,895	26.2	2.0	15	- 1	659	- 15
Fort St. John (C)	1,118	6,315	28.0	-13.9	15	1	1,143	127
Rest of Development Region	2,390	12,411	28.1	- 2.8	48	3	2,934	231

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,164	236,479	81,467	49,272	22,070	9,579	63,400	1,681,564
2006	323,895	973,973	259,128	88,989	54,701	23,127	9,697	74,099	1,807,609
2007	351,617	1,044,853	293,097	105,026	61,876	27,682	11,159	68,633	1,963,944
2008	340,332	1,056,792	298,525	104,155	62,017	27,376	10,805	77,237	1,977,239
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	15.7	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.2	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	15.1	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.2	- 1.1	- 3.2	12.5	0.7
Monthly data									
Apr-08	22,628	74,723	16,132	5,161	4,663	1,352	734	5,833	131,225
May-08	31,146	92,919	24,572	6,824	5,583	2,193	811	4,488	168,537
Jun-08	38,546	105,894	32,290	8,379	6,709	3,878	1,137	6,683	203,515
Jul-08	48,279	112,242	44,155	11,348	7,263	4,757	1,239	6,710	235,992
Aug-08	55,956	119,356	54,891	13,522	7,534	3,995	1,292	7,132	263,677
Sep-08	38,036	93,928	29,023	8,848	6,489	2,973	1,346	7,395	188,039
Oct-08	23,512	71,573	18,400	5,398	5,144	1,696	1,174	7,620	134,517
Nov-08	16,188	54,775	11,844	3,727	3,590	1,389	708	6,890	99,111
Dec-08	14,248	70,770	13,624	8,331	3,278	1,179	550	5,421	117,402
Jan-09	12,066	69,091	14,694	8,660	3,156	960	390	6,601	115,618
Feb-09	15,902	75,145	16,086	9,908	3,179	1,424	495	6,193	128,332
Mar-09	19,140	77,005	17,466	8,800	3,782	1,372	682	6,613	134,860
Apr-09	20,388	66,245	14,962	5,170	3,691	1,166	624	4,215	116,460
Year-over-year percent changes									
Apr-08	- 5.2	3.2	0.5	- 7.8	9.1	5.7	20.9	21.0	1.8
May-08	- 1.7	4.3	2.8	8.6	- 1.0	7.7	-14.4	10.2	3.0
Jun-08	0.9	3.2	6.7	7.3	9.8	- 5.0	1.3	16.4	3.9
Jul-08	- 7.2	2.3	- 1.8	- 6.7	0.5	2.0	- 1.9	5.4	- 1.0
Aug-08	- 1.2	0.0	6.5	0.8	- 0.7	-15.8	- 7.9	9.7	0.9
Sep-08	- 9.1	- 5.6	- 3.9	- 4.1	0.0	-12.2	- 4.8	25.5	- 5.0
Oct-08	- 3.6	- 2.7	4.9	- 6.9	- 4.9	- 0.1	- 4.8	36.2	- 0.5
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.5	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.4	-10.5	- 6.7	-14.2	21.8	- 2.5	12.1	- 8.1
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.0	-23.2	27.7	-10.7
Feb-09	- 4.1	-14.3	- 7.3	-16.8	-13.1	- 4.5	-13.9	- 4.4	-12.0
Mar-09	-11.5	-17.4	-14.6	-14.9	-17.8	- 9.4	- 6.8	-10.9	-15.7
Apr-09	- 9.9	-11.3	- 7.3	0.2	-20.8	-13.7	-15.0	-27.7	-11.3

April year-over-year growth rates

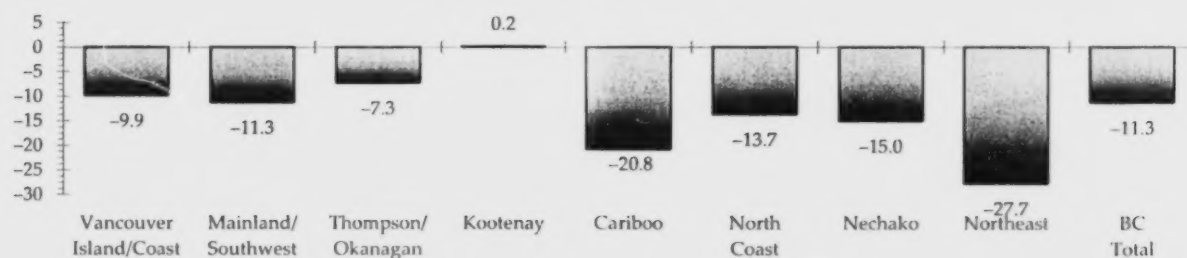


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other†
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
2008	5,989	4,476	1,440	3,035	1,513	673	514	326
Annual percent changes								
2004	1.5	– 1.6	– 4.0	0.1	17.6	23.9	11.7	11.6
2005	– 3.0	– 4.8	– 6.6	– 3.5	4.6	1.1	7.8	9.3
2006	– 5.2	– 6.5	–16.0	0.0	– 0.5	– 0.9	– 0.2	0.0
2007	– 3.9	– 5.9	– 9.1	– 4.1	3.3	– 2.5	5.3	15.6
2008	– 8.9	–11.6	–18.5	– 7.9	– 0.1	– 3.8	– 1.0	10.0
Monthly data								
May-08	512	381	121	260	131	61	44	27
Jun-08	495	369	116	253	126	56	43	26
Jul-08	464	337	110	227	127	57	43	27
Aug-08	437	309	105	204	129	57	44	28
Sep-08	502	377	120	257	125	55	42	27
Oct-08	500	376	121	255	124	53	42	29
Nov-08	503	381	121	260	122	53	41	28
Dec-08	493	371	108	263	122	55	41	26
Jan-09	495	374	124	250	122	53	42	26
Feb-09	497	377	126	251	120	54	41	26
Mar-09	494	376	124	252	118	53	39	25
Apr-09	492	375	119	255	118	52	41	24
May-09	492	381	124	258	111	48	39	23
Month-over-month growth rates								
May-08	0.3	– 1.3	– 3.1	– 0.4	5.4	14.5	1.4	– 5.6
Jun-08	– 3.3	– 3.1	– 4.0	– 2.7	– 4.0	– 6.9	– 1.2	– 2.1
Jul-08	– 6.3	– 8.7	– 5.2	–10.3	0.6	0.4	0.0	2.0
Aug-08	– 5.7	– 8.4	– 4.7	–10.2	1.7	0.7	0.8	5.2
Sep-08	14.7	22.1	14.2	26.1	– 3.0	– 2.7	– 2.9	– 3.9
Oct-08	– 0.3	– 0.1	0.8	0.5	– 0.8	– 4.4	– 0.2	5.5
Nov-08	0.7	1.3	– 0.2	2.0	– 1.2	0.5	– 2.2	– 2.9
Dec-08	– 2.1	– 2.6	–10.2	0.9	– 0.5	3.2	– 0.3	– 7.5
Jan-09	0.4	0.6	13.9	– 4.9	– 0.1	– 2.6	1.8	2.3
Feb-09	0.4	0.9	1.6	0.5	– 0.9	0.1	– 3.2	0.4
Mar-09	– 0.7	– 0.1	– 1.3	0.5	– 2.3	– 0.1	– 3.1	– 5.5
Apr-09	– 0.3	– 0.4	– 3.7	1.2	0.1	– 2.1	5.1	– 2.9
May-09	– 0.1	1.7	3.5	0.9	– 6.0	– 7.5	– 4.4	– 5.6

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955	2,572
2005	16,418	8,348	4,106	3,965	1,318	8,539	21,791	2,620
2006	16,924	8,712	4,253	3,959	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,712
2008	17,852	9,345	4,335	4,172	1,538	8,226	20,992	1,879
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.4	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2	-30.7
Monthly data								
May-08	1,531	798	379	355	129	703	1,788	220
Jun-08	1,519	797	368	354	130	707	1,813	227
Jul-08	1,470	766	359	345	130	687	1,750	215
Aug-08	1,477	779	361	337	132	674	1,723	220
Sep-08	1,407	746	328	333	129	666	1,695	177
Oct-08	1,428	762	347	319	130	670	1,732	x
Nov-08	1,446	765	344	337	132	667	1,723	x
Dec-08	1,418	738	338	342	118	644	1,652	x
Jan-09	1,386	716	334	336	128	702	1,751	x
Feb-09	1,397	734	333	330	125	677	1,732	x
Mar-09	1,371	718	331	322	125	660	1,702	x
Apr-09	1,386	729	338	319	127	677	1,739	x
May-09	1,317	716	316	284	125	675	1,722	x
Month-over-month growth rates								
May-08	0.1	0.1	2.2	- 2.0	1.3	1.0	1.8	2.0
Jun-08	- 0.8	- 0.1	- 2.8	- 0.1	0.6	0.5	1.4	3.0
Jul-08	- 3.3	- 3.9	- 2.6	- 2.5	0.3	- 2.8	- 3.5	- 5.2
Aug-08	0.5	1.7	0.7	- 2.4	0.9	- 1.9	- 1.5	2.5
Sep-08	- 4.7	- 4.1	- 9.2	- 1.3	- 2.0	- 1.1	- 1.6	-19.6
Oct-08	1.5	2.1	5.9	- 4.1	0.8	0.5	2.2	x
Nov-08	1.3	0.4	- 0.9	5.6	1.2	- 0.4	- 0.5	x
Dec-08	- 1.9	- 3.4	- 1.9	1.4	-10.6	- 3.5	- 4.1	x
Jan-09	- 2.3	- 3.1	- 1.0	- 1.7	8.8	9.1	6.0	x
Feb-09	0.8	2.5	- 0.4	1.7	- 2.0	- 3.6	- 1.1	x
Mar-09	- 1.9	- 2.1	- 0.8	- 2.4	- 0.2	- 2.5	- 1.7	x
Apr-09	1.1	1.5	2.3	- 1.0	1.8	2.6	2.2	x
May-09	- 5.0	- 1.7	- 6.4	-10.9	- 2.2	- 0.4	- 1.0	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.6	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.5	133.0	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.8	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.7	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	4.9	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.1	3.9	2.9	2.6
Monthly data								
May-08	16.8	36.5	147.9	34.8	65.8	136.1	83.6	114.5
Jun-08	16.6	36.5	148.5	35.3	65.9	133.9	83.1	114.8
Jul-08	16.7	36.2	149.5	35.1	64.2	131.8	83.5	115.6
Aug-08	16.7	36.0	149.6	35.7	64.8	131.8	83.1	116.0
Sep-08	15.8	35.5	150.9	35.9	62.7	131.8	83.1	116.4
Oct-08	16.7	35.5	153.2	36.9	62.9	133.6	82.9	116.5
Nov-08	16.9	35.4	152.6	36.6	62.1	134.1	85.2	116.6
Dec-08	16.4	36.5	153.4	35.3	61.2	131.6	85.0	116.7
Jan-09	16.6	35.7	153.3	37.3	60.7	132.2	82.6	117.0
Feb-09	18.2	35.9	153.8	37.0	61.9	131.4	81.9	117.4
Mar-09	17.8	34.5	151.4	36.7	58.6	130.2	81.6	117.9
Apr-09	17.9	34.0	149.6	36.8	58.9	131.1	81.6	118.0
May-09	16.8	32.8	150.3	37.6	57.2	129.7	80.9	118.1
Month-over-month growth rates								
May-08	1.6	- 3.5	0.4	- 0.3	1.0	2.6	0.0	0.3
Jun-08	- 0.9	0.1	0.4	1.4	0.1	- 1.6	- 0.6	0.3
Jul-08	0.1	- 1.0	0.6	- 0.3	- 1.7	- 1.6	0.5	0.7
Aug-08	0.2	- 0.6	0.0	1.7	0.6	0.0	- 0.5	0.3
Sep-08	- 5.4	- 1.4	0.9	0.5	- 2.1	0.0	0.0	0.3
Oct-08	5.6	0.2	1.6	2.7	0.2	1.4	- 0.2	0.1
Nov-08	1.6	- 0.3	- 0.4	- 0.9	- 0.8	0.4	2.8	0.1
Dec-08	- 3.4	3.1	0.6	- 3.5	- 0.9	- 1.9	- 0.2	0.1
Jan-09	1.5	- 2.4	- 0.1	5.8	- 0.5	0.5	- 2.8	0.3
Feb-09	9.3	0.6	0.3	- 0.9	1.2	- 0.6	- 0.8	0.3
Mar-09	- 2.2	- 3.9	- 1.6	- 0.9	- 3.3	- 0.9	- 0.4	0.4
Apr-09	0.9	- 1.3	- 1.2	0.5	0.3	0.7	0.0	0.1
May-09	- 6.4	- 3.5	0.4	2.0	- 1.7	- 1.1	- 0.9	0.1

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
2008	7,769	x	x	47,425	2,384	45,041
Annual growth rates						
2004	5.8	x	x	4.8	3.1	4.9
2005	3.0	- 8.2	4.1	3.5	- 0.7	3.8
2006	7.0	-21.3	8.8	5.7	- 4.4	6.4
2007	3.2	10.6	2.6	3.0	- 3.5	3.4
2008	2.1	x	x	4.1	0.2	4.3
Monthly data						
May-08	645	x	x	3,983	197	3,786
Jun-08	651	x	x	3,961	208	3,753
Jul-08	647	41	610	3,941	200	3,741
Aug-08	651	x	x	3,997	201	3,795
Sep-08	647	41	604	3,989	200	3,788
Oct-08	655	43	610	4,019	202	3,817
Nov-08	652	46	605	3,997	201	3,795
Dec-08	626	43	585	3,898	200	3,698
Jan-09	657	x	x	3,962	202	3,760
Feb-09	641	44	586	4,007	208	3,799
Mar-09	627	x	x	3,949	207	3,743
Apr-09	639	44	597	3,998	209	3,789
May-09	638	x	x	4,019	209	3,809
Month-over-month growth rates						
May-08	- 0.8	x	x	0.5	0.0	0.5
Jun-08	1.0	x	x	- 0.5	5.4	- 0.9
Jul-08	- 0.7	- 8.5	0.2	- 0.5	- 3.6	- 0.3
Aug-08	0.7	x	x	1.4	0.5	1.5
Sep-08	- 0.6	x	x	- 0.2	- 0.4	- 0.2
Oct-08	1.2	5.2	1.0	0.7	0.5	0.8
Nov-08	- 0.4	6.2	- 0.8	- 0.5	- 0.2	- 0.6
Dec-08	- 4.0	- 5.3	- 3.3	- 2.5	- 0.6	- 2.6
Jan-09	4.9	x	x	1.6	1.2	1.7
Feb-09	- 2.5	x	x	1.1	2.8	1.0
Mar-09	- 2.2	x	x	- 1.4	- 0.7	- 1.5
Apr-09	1.9	x	x	1.2	1.2	1.2
May-09	- 0.2	x	x	0.5	0.2	0.5

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Category Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
<i>C</i>	City
<i>DM</i>	District Municipality
<i>RM</i>	Resort Municipality
<i>T</i>	Town
<i>V</i>	Village

